

1/4

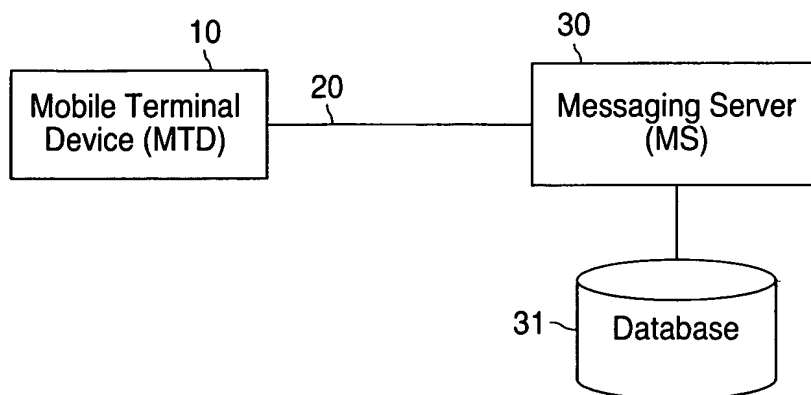


FIG. 1

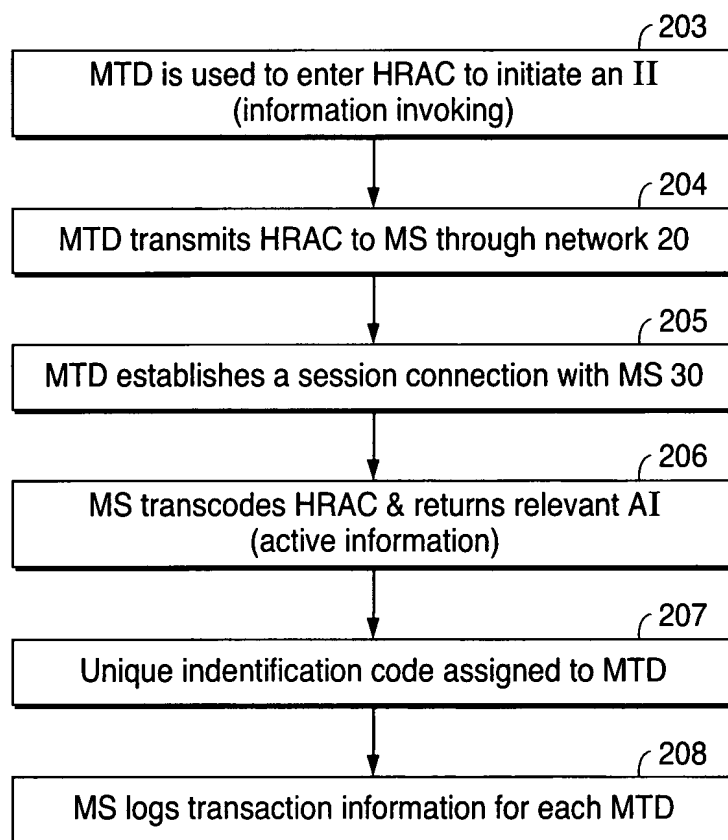


FIG. 2

2/4

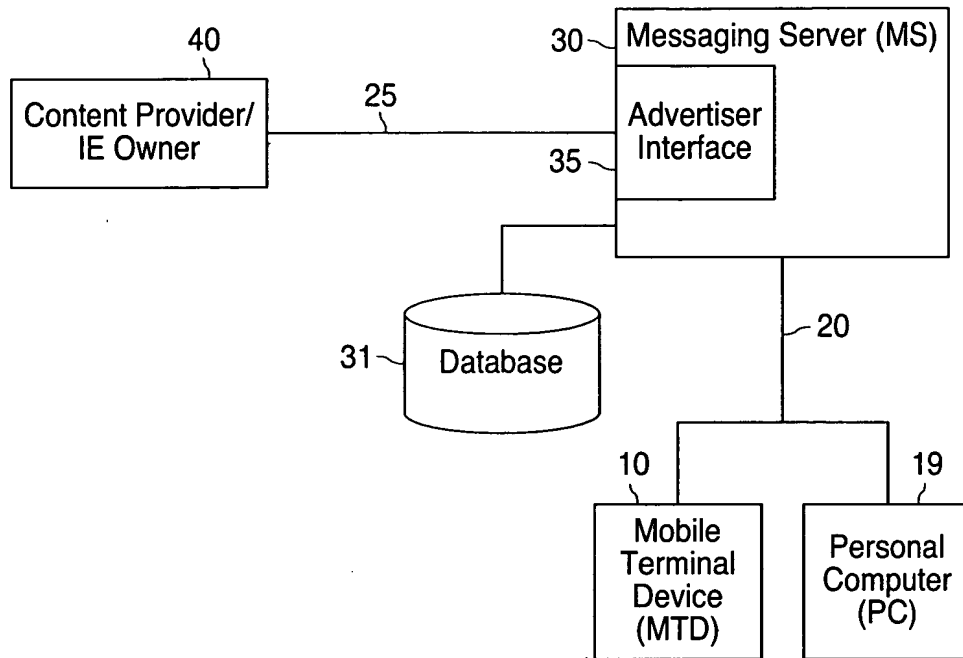
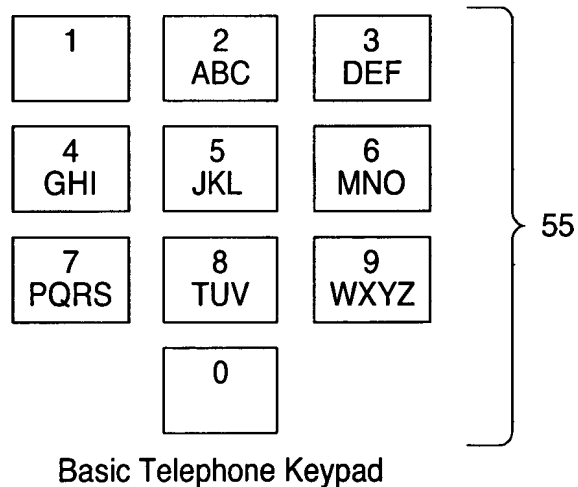


FIG. 3



Basic Telephone Keypad

FIG. 4

3/4

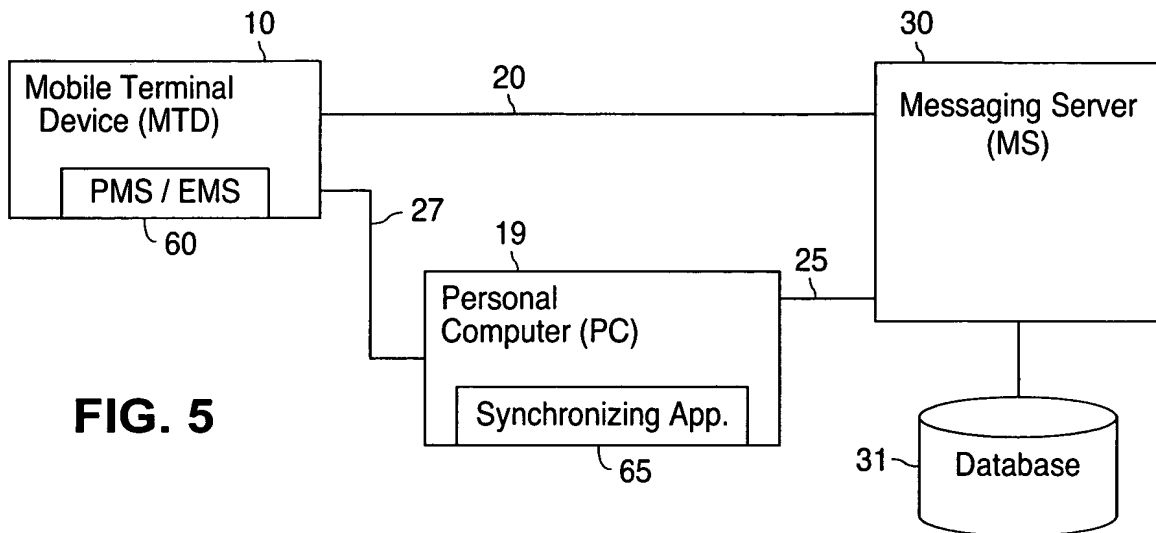


FIG. 5

Create Event (Basic)

(*) required field

*Event Name: 802

*Category: 803

*Start Date: 804

*End Date: 805

*HRAC Size: 806 (3 to 8 characters)

*Num of Codes: 807 (1 to 10)

Comments: 808

Response: 801 (160 chars max)

FIG. 6

4/4

Event Summary

From Date:

To Date:

Month: (short cut)

Event Summary					
Event Name	Mobile Users	SMS count			
		1	2	3	4+
Viewing Preference	5	22	0	0	0
Total	5	22	0	0	0

FIG. 7

Reply letter a-j ~ 801

- a) JEWELRY
- b) CARS
- c) NIGHT CLUBS
- d) MOVIES
- e) RADIO
- f) SURVEY
- g) ALCOHOL
- h) BEEPID
- i) CONCERTS
- j) DEMO

FIG. 8